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Exhibit 3



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Rudy Giuliani Launches "Team Rudy" Social Network

David All | November 29, 2007 - 6:51pm | 2 comments | Email This!



Republican Presidential candidate **Rudy Giuliani** will announce later tonight the launch of their social networking platform, "Team Rudy," which you can access now at my.joinrudy2008.com.

An excerpt from the queued email:

Team Rudy is an online volunteer network for Rudy where you can create a profile and earn points by signing up your friends, donating online, writing letters to the editor and volunteering at your local Rudy headquarters.

With much appreciation, I got a sneak-peek at the platform earlier today from the campaign.

Here's a screen cap of my profile:

My thoughts...

* Overall, it has a very nice look-and-feel. Clean. Simple. And importantly, it works. After tinkering around on my Mac using the Safari browser, I only encountered one bug when I went to upload my profile picture.
* Easy to navigate and has a familiar feel that social network users are becoming increasingly comfortable with.

* The point system for volunteers to rack up for performing volunteer operations, though not "new" by any means, is excellent and will encourage Rudy's hardcore supporters to get even more active. Given Rudy's love of baseball, supporters will be ranked accordingly:

- Rookie Team: At Sign-Up
- Farm Team: 50 Impact Points
- Double-A Team: 150 Impact Points
- Triple-A Team: 500 Impact Points
- Major League: 1,000 Impact Points
- Starter: 2,500 Impact Points
- Veteran: 5,000 Impact Points
- Hall of Fame: 10,000 Impact Points

* The platform will give the official volunteer campaign effort the control (and user data) they need to be able to assign directives where and when they need it, ensuring that important grassroots activities are accounted for and completed.

Regarding Team Rudy, it's a Java application based on Spring and Hibernate running on JBoss. And it's neat.

(Cross-posted with a smile at [TechRepublican](#))

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A bit late, no?

by Michael Whitney on November 30, 2007 - 12:19pm

This is an impressive site and it's good to see that Rudy's campaign is opening up its web space after failing to embrace it at first. But we're a month away from the first primaries - is it too late for a project this big to even matter? I can't help but think that the Giuliani campaign has had their eye on November 08 for this product. And I know from first-hand experience the dangers of working on a pres campaign and planning past the primaries before the first vote is cast. (See: Dean)

Better to be late to the party than not to show up all...

by David All on November 30, 2007 - 6:59pm

Remember, web-savvy does not come natural to the Republican Party. We want to see ROI before we build and invest. The classic Catch-22. My guess is that Ron Paul's "Remember, Remember the Fifth of November" had quite an impact in small, important circles in several GOP campaigns. Just sayin'.
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Trends reflect a one-week window
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